

Marketing On A Shoe String Budget!

Lisa Carducci
Director of Marketing
375th Medical Group
Scott AFB, Illinois



Set Your Goals

&

Actually Achieve Them!

My Goals

- Focus on the customers needs by increasing communication (internally & externally)
- Effectively market activities associated with the hospital that seek to:
 - Achieve community health through a cultural shift from intervention to disease prevention & health promotion.
 - Support efforts which create an environment which fosters teamwork, leadership, innovation, personal and professional development.
 - Provide services that exceed my customers needs and expectations.

**Creatively
Communicate
To Educate**

Effective Ways To Communicate With Patients & Staff

- Mail
 - Quarterly Publication “Healthy Communications”
 - General Health Awareness
 - Special Events
 - Clinic Changes
 - Letters
 - Surveys

<https://hospital.scott.af.mil>



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375th Medical Group



*Welcome to the
375th Medical Group*

Scott Air Force Base, Illinois



**Sign-Up for
Appointments Online**

Hot Topics

Flu Shots

Attention all persons requiring or wanting a flu shot.. There are no anticipated shortages of the flu vaccine. Any patient can receive the flu vaccine any time through the clinic they are currently enrolled to during normal operating hours...[more](#)

School Physicals

Your child will need a school physical if they will be a new student to the school district, attending Kindergarten, 5th grade, or 9th grade, Fall 2003. [more](#)

Search

GO

[Please read our Policy and Security Notice.](#)

Enrollment Package

- Commander Welcome Letter
- PCM Welcome Letter
- PCM Business Card
- Clinic Brochure
- Hospital Brochure



375TH MEDICAL GROUP
PEDIATRIC CLINIC
310 WEST LOSEY, SCOTT AFB, IL 62225-5252



Susan Hayes, NC

Welcome to the Pediatric Clinic!

The goal of the Pediatric Clinic is to provide your children with a compassionate health care provider who specializes in their needs. We are qualified to provide a wide range of services for children from birth through age 15.

In order to serve my customers better, I would like to introduce myself as your Primary Care Manager. I am a Certified Pediatric Nurse Practitioner and qualified to provide acute, chronic, and preventive health care to children. I graduated from the Air Force Pediatric Nurse Practitioner program in 1991 and completed my Master's Degree in Nursing from the Wichita State University in 1998. I have been serving in the Air Force Nurse Corps for 18 years, 10 of those as a Pediatric Nurse Practitioner. I reside in O'Fallon with my husband and three children.

Appointments are available for patients, Monday - Friday, 7:30 am - 4:30 pm by calling 256 - 7566.

We also have a Nurse Advice Line, 256 - 7565 to assist you with questions during business hours if you are unsure if an appointment is needed or for medication refills.

If you have questions or concerns after hours, please call the Health Care Information Line (HCIL) at 1-800-941-4501, and select 3 to speak to a registered nurse.

I look forward to meeting you and your family!

Susan L. Hayes
Certified Pediatric Nurse Practitioner
Major, USAF, NC



Your health is important to us.

Reinforce Message Through:

- Newspapers
- Flyers/Handouts
- Base TV Channel
- Posters In High Traffic Areas
 - Elevators
 - Hallways
 - Waiting Rooms

**Oh no! My parents didn't
register me in DEERS and
enroll me in TRICARE
PRIME! Now I'm not eligible
for care at Scott Hospital!!**



Don't let this happen to you and your newborn. For more information on how to enroll your baby into the medical system, please visit the Patient Administration Office, E-Wing Room 1123.

REWARD

For Lost Money

Did you know the Third Party Collection program directly benefits YOU, the PATIENT through:

- ➡ Expanded Services
- ➡ New & Upgraded Equipment
- ➡ State of the Art Technology
- ➡ It Helps You Meet Your Insurance Deductible

Ask our representative in the Pharmacy waiting area about filling out our form, or any questions you may have about our Third Party Collections Program

Help Us – Help You

For additional information on Third Party Collections, please stop by room DX3 in the basement of the hospital or call

Lt Reynolds (618) 256-7392.

REPORT *For* DUTY



**HELP FIGHT
BLOOD SHORTAGES
GIVE BLOOD**

Blood Drives are held in
Rockwell Hall, Bldg 1930
(adjacent to Pronto's Pizza)
2nd Wednesday of every month.
Questions? Call 256-7100 or 7351

Medical Warriors Providing Care For



=



Warrior Troops

Effective Ways To Communicate With Patients & Staff

■ Information Booths

- Health Fairs
- BX
- Commissary
- Fitness Centers
- Bowling Alley
- Dorms

*****High Traffic Areas!***

October is Breast Cancer Awareness Month

Your Prescription for Good Breast Health

- Perform A Breast Self Exam Every Month
- Clinical Breast Exam As Recommended By Your Primary Care Provider
- Get A Mammogram Every Year Starting At Age 40

Breast Cancer Early and Often

When you learn more about "Screening, Diagnosis, Therapy & Breast Cancer" visit us at www.breastcancer.org or call 1-800-4-A-BOON for more information.

Making Strides Against Breast Cancer

It's breast cancer awareness month with many breast care events happening this month. The breast self-exam is one of the most important ways to detect breast cancer early. It's a simple, painless, and free way to check for lumps or changes in the way your breasts feel. Making strides in the fight against breast cancer is a long and hard path. Making strides is a commitment with a goal to save lives, reduce suffering, and raise funds for breast cancer research, patient education, and support.

**Free
For the
Taking**



How is West Nile Virus Transmitted?

- ◆ Mosquitos feed on infected birds
- ◆ Bite of Mosquito
- ◆ Not transmitted Person to Person

What are the Symptoms of WNV?

- ◆ Most people do not have symptoms
- ◆ Some develop fever, headache, bodyaches, rash
- ◆ Rarely, infection can result in severe illness called Encephalitis (symptoms include high fever, headache, stiff neck, disorientation, coma, convulsions, muscle weakness, and paralysis). This primarily occurs in persons 50 years of age and older.



Prevention of West Nile Virus

Avoid Mosquito Bites

- ◆ Stay indoors during dusk and dawn hours when bugs are most active
- ◆ Wear long sleeves, long pants, shoes socks
- ◆ Use insect repellent containing **DEET**. Use care in applying to children. **Read and follow directions on the label.**
- ◆ Ensure window screens are in good repair to prevent bugs from entering home or building.



Free
For the
Taking

Please take only what
you need and leave the rest.

Prevention of West Nile Virus

Remove Breeding Sites Around Home

- ◆ Remove standing water
- ◆ Turn over or remove plastic planters or other items that collect water
- ◆ Check tarps on boats or other equipment that may collect water
- ◆ Replace water in birdbaths, pet bowls at least weekly
- ◆ Place whole in tire swings to prevent water from collecting
- ◆ Fix outdoor faucets that create pools of water
- ◆ Ensure gutters are unclogged

Dead Birds

- ◆ Crows and Bluejays
- ◆ On-base please contact Pest Management; off-base please contact your local health department
- ◆ Avoid touching birds. Use gloves or inverted plastic bag to place birds in bag.



Open House


Free Raffles

Other Cool Give Aways

Computer Wrist Supports

Physical Therapy:
Exercise
Your Options

National Physical Therapy Month
October 2003



Physical Medicine Clinic Open House, 3rd Floor,
October 31st, 8-12 A.M.
Learn How to Exercise Your Options!

Exercise Balls

Lumbar Rolls

Yoga Mats

Chair Massage


BACK PAIN?



- See demonstrations of low back stretches with a therapy ball
- Receive ideas to help you with your specific issues

Computer Desk Ergonomics:
"Sitting Should Not Hurt"

- See a demonstration of appropriate seat and screen heights
- Learn ways to counter the muscle imbalances associated with desk work




We can show you how to shop for the right running shoes to Prevent Injury!



SPEED CHECKED BY RADAR


Posture Analysis: Stand TALL & Be Counted

Have before & after graphics done to determine your posture.



Learn quick & easy methods for improving the way you sit & stand.

Golf Fitness:
"A New Twist on the Game"

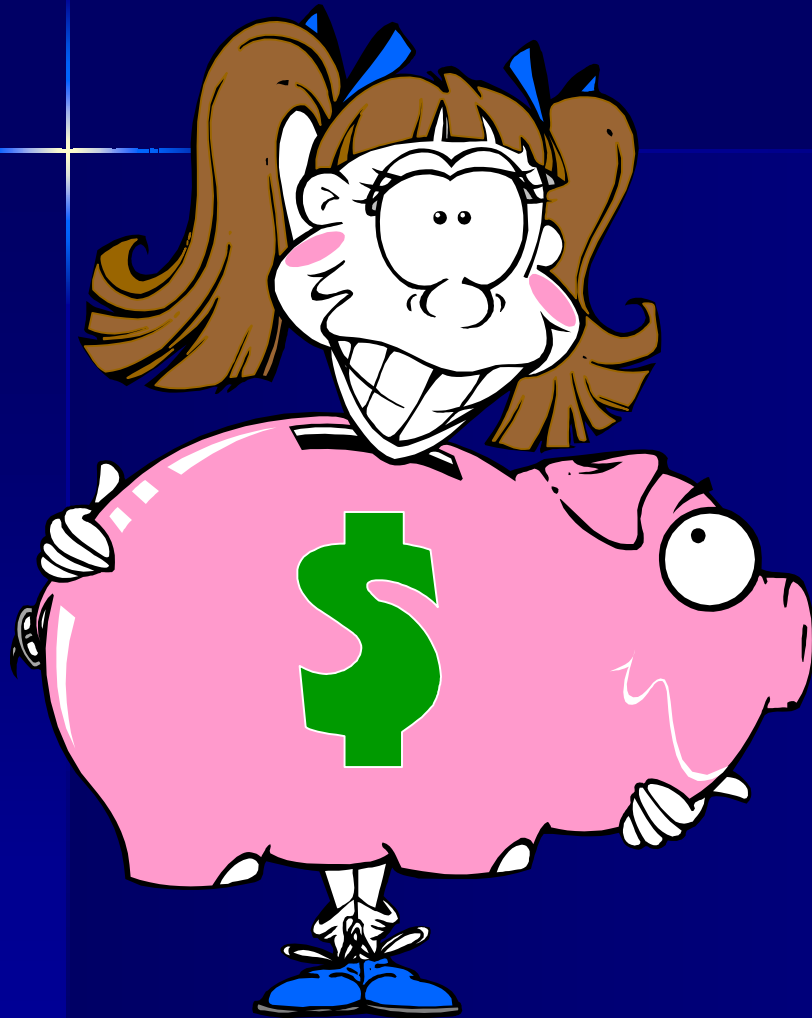


- Discuss flexibility and how it applies to the game
- Receive specific ideas on how to increase range of motion for swing

Free For the Taking

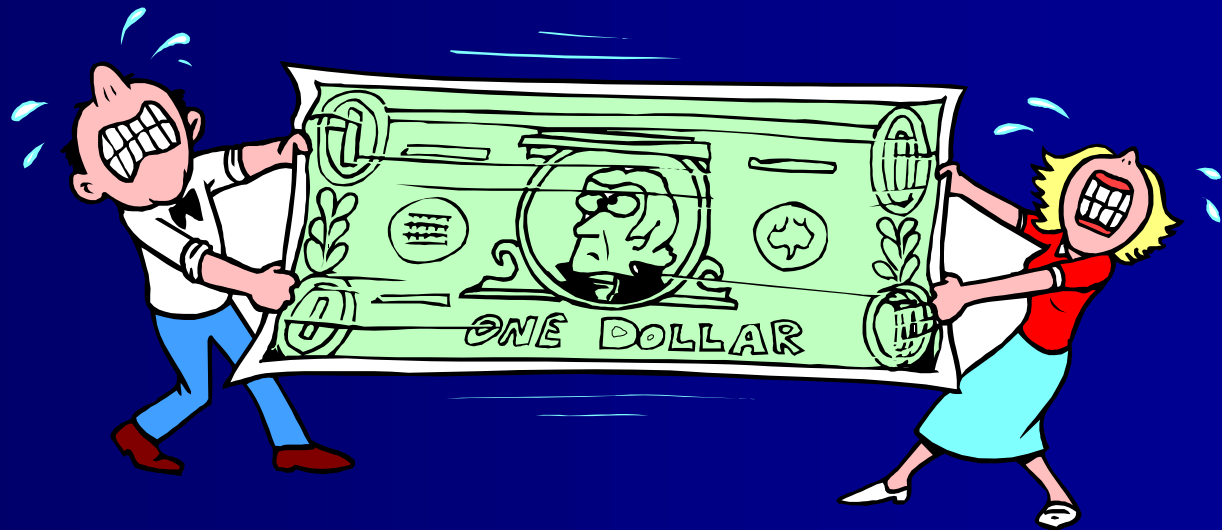
Please take only one so that others can enjoy too!

**So, how did I do
it?**



No
I didn't
rob the
piggy
bank!

I know how to stretch the
\$



&

I wrote a **Prevention Grant**

Identify a Community Health Problem or Needed Improvement

- There was a great need to educate our population on prevention, disease, and other health related issues.
 - No central location to educate patients
 - Information that was dispersed to the clinics was not properly displayed/maintained. In many cases the educational material was removed because of unsightliness/unwillingness to maintain the information.

Proposed Solution

- Located in the Highest Traffic Area of the Hospital – the Pharmacy Waiting Area
 - Professional Interchangeable Pop-up Display
 - 3 Tier Podium
 - Plasma TV
 - 2 Literature Display Racks
 - 2 Computer Terminals with Access to Online Heath Sites, Scott Hospital Web Site, and TRICARE Online

Other Items Requested To Support Education Efforts

- HP DesignJet 800ps Poster Printer
- Phaser 7300DX Color Printer
- Econocraft Laminating Machine
- Printing & Other Supplies
- Funds for Additional Education Material

Total Funded Request = \$42,280

Other Things Used For Marketing/Education Efforts

- 2400 dpi Scanner
- Digital Camera
- Martin Yale Folding Machine

But Above All

Ability To Think Out of the Box!

